

**US Army, Civilian Human Resources Agency, SW Region  
Human Resources Development Division  
Marketing Plan**

## **Our Goals**

- #1 Increase customer awareness of HRDD services to enhance workforce development.**
- #2 Develop HRDD Specialists into “consultants” who assist supervisors and coordinators with training and development strategies.**
- #3 Improve our customer communications with Commanders, CPAC Chiefs,**
- #4 Offer cost-effective training to the region.**
- #5 Educate customers on the use of Civilian Human Resources Training Application System (CHRTAS).**
- #6 Support training requirements IAW National Security Personnel System implementation.**
- #7 Determine training program effectiveness and transfer of learning for the**
- #8 Increase customer awareness of Army’s Civilian Leader Development Program Core Curriculum training to enhance and develop competent and confident**